UD Students "Play" the Stock Market in National Collegiate Competition

Follow this and additional works at: https://ecommons.udayton.edu/news_rls

Recommended Citation
https://ecommons.udayton.edu/news_rls/5204

This News Article is brought to you for free and open access by the Marketing and Communications at eCommons. It has been accepted for inclusion in News Releases by an authorized administrator of eCommons. For more information, please contact frice1@udayton.edu, mschlangen1@udayton.edu.
DAYTON, Ohio, February 17, 1989--For nearly four months, University of Dayton students, armed with a fictitious $500,000 brokerage account, have been "playing" the stock market.

After studying the Wall Street Journal and other financial publications, the students buy and sell any of 5,000 stocks listed in a Stock Guide in an attempt to maximize their investments—and learn more about the financial markets. It's all part of the First Annual AT&T Collegiate Investment Challenge for college students that ends Feb. 28.

"This is as realistic as you can get without using money in the real stock market," said Ron Dowd, a senior finance major and president of the economics and finance club on campus. Dowd, of Washington, D.C., was UD's top trader in December.

Students are allowed to make 40 transactions a month by calling their AT&T broker during regular market hours. All stocks are sold at the last trading price reported.

"By learning all the stock market lingo and putting it to use, students can sell short, sell on the margin and buy stocks rumored as buyouts," Dowd said. Each month participants receive an account summary, a record of all their transactions, a complete listing of portfolio holdings and a current evaluation of their account. They also receive a ranking showing how they've fared against students at their college and across the country. Approximately 45 students from UD are participating.

The ultimate goal for the students is to be one of the country's top 10 players. Those investors will receive a trip for two to New York City for a tour of the New York Stock Exchange and a Broadway show as well as an all-expenses-paid trip to the Bahamas. The student with the highest portfolio value also receives $25,000.